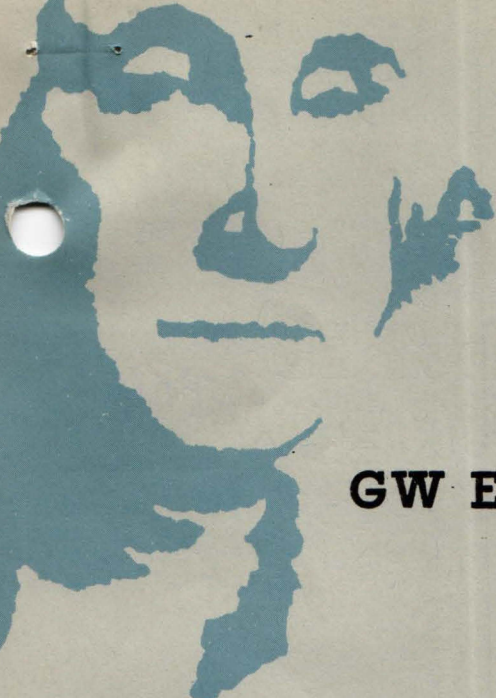




News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

August, 1983

GW EXPERTS -- STORY IDEAS

BUYING A SMALL OFFICE COMPUTER? THINK AGAIN.

Recent research has found that about half of all computer users are disappointed in their systems--if not angry, says GW business administration professor Marvin S. Katzman. Too many businesses are automating just for the sake of it, and are buying large computer systems without really thinking about how the computers will be used. "Think before buying" is often neglected advice, Katzman says. The problem centers on the growing number of first-time users--small companies lacking the expertise to evaluate their computer needs. This is compounded by declining prices making more systems available to businesses and by vendors unable to provide the hand-holding new users need.

(For more information, contact David E. Taylor, (202) 676-6464)

TV NEWS IS INCREASINGLY CRITICAL OF ISRAEL

Since 1977, television news has been increasingly critical of Israel, says GW public administration professor and media analyst William C. Adams. Adams says media criticism of Israel was not confined to Israel's summer 1982 invasion of Lebanon, but instead, has been steadily increasing since 1977.

In his recent book, "Television Coverage of the Middle East," Adams notes that 1977 was the turning point--marking the election of Menachim Begin in Israel, Anwar Sadat's journey to Jerusalem, and a new image of Israel as a military giant rather than a besieged underdog. Adams reviewed all ABC, CBS and NBC nightly news broadcasts concerning Middle East coverage from 1972 through 1980, and he found that coverage of the Palestinians and Egyptians was increasingly sympathetic.

The strong pro-Israel bias that characterized news coverage a decade ago definitely is a thing of the past.

(For more information, contact David E. Taylor, (202) 676-6464)

(more)

PROTECTING WHISTLEBLOWERS: CAN WE AND SHOULD WE?

Federal employees who see or uncover governmental waste and mismanagement--and blow the whistle to the press--play a vital role in fostering official accountability. For proof look at the clean-up of scandals such as Watergate, GSA purchasing and the EPA Superfund. But, says GW associate professor of law Peter Raven-Hansen, the cost of protecting whistleblowers--through over-deterrence and over-protection--can and should be cut.

Raven-Hansen thinks we need at least three courses of action: (1) including concurring and dissenting views as part of the federal recommendation process which would cut back on phony "consensus" recommendations that give rise to whistleblowing; (2) allowing damages suits against the United States, giving whistleblowers a "deep pocket" from which to collect for their injuries; (3) strengthening the disciplinary proceedings against federal officials accused of wrongdoing, with an opportunity for the injured whistleblowers to participate in such proceedings.

(For more information, contact Robert Bové, (202) 676-6463)

WORKING FOR UNCLE SAM

While the last 20 years have seen progress in protecting federal workers' rights, recent actions by the Reagan administration stack up as attempts to reverse gains in worker protections, says Sar A. Levitan, research professor of economics and director of the Center for Social Policy Studies.

Writing in his latest book, "Working for the Sovereign: Employee Relations in the Federal Government," Levitan says the Reagan revisions are rooted in rigid ideology rather than in a careful balancing of federal workers' interests and management needs. Attacking federal servants may be good politics--but it hurts chances for realistic change in the federal sector.

Levitan says it will never be possible to insulate federal labor relations completely from political considerations. However, the 1981 federal employment system revisions have gone too far--they depart from principles of fair pay, merit selection and job security. (For more information, contact David E. Taylor (202) 676-6464)

U.S. ECONOMIC HEALTH DEPENDS ON NEWLY-INDUSTRIALIZED NATIONS

The current good news about the economy may soon sour if the debt burden of the newly industrialized countries (NICs) of Latin America and Asia is not dealt with fast, says Joseph Grunwald, GW adjunct professor of economics.

"As a group, the NICs have become almost as important in world trade as the United States--and more important than Japan or any of the countries in Europe," he says. Grunwald's analysis shows that the NIC's debt burden (a result of the recession-caused collapse of the price of NIC-produced raw materials and the subsequent NIC inability to pay for industrial supplies and technology) could lead to world financial panic.

"This would have devastating consequences for the U.S. economic recovery," he says.

(For more information, contact: Robert Bové, (202) 676-6463)

(more)

AMERICAN MANAGEMENT--A SLEEPING GIANT IN NEED OF A SHAKEUP

Timidity, passivity and insecurity are the deeply embedded traits American management must shake off if it stands a chance in the ultra-competitive business environment of the rest of the century, says GW business administration professor Salvatore Divita.

"American management has not provided the bold leadership required to compete successfully in the coming years," Divita says. "For the past 30 years, American management has coasted along, acting merely as a caretaker unwilling to take any risks." American companies ignore market demands and don't "give a damn about the needs of consumers and society."

He adds that unless there is a massive realignment of corporate structures and values, America will continue to be the "Johnny-come-lately" in global competition.

(For more information, contact Robert Bove, (202) 676-6463)

August, 1983

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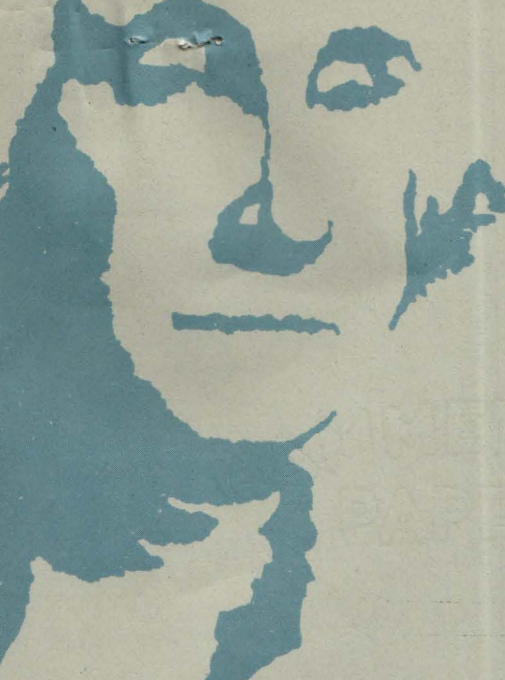
AMERICAN MANAGEMENT--A SLEEPING GIANT IN NEED OF A SHAKEUP

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(For more information, contact Robert Bove; (202) 676-6463)



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: August 3, 1982

CONTACT: JANE LINGO
(202) 676-6460 (office)
(202) 234-3453 (evenings)

FOR IMMEDIATE RELEASE

GW DIMOCK GALLERY - THE FINE ART OF PRIVATE COMMISSIONS

WHO: 17 ARTISTS OF NATIONAL AND INTERNATIONAL REPUTATION

WHEN: DECEMBER 15, 1982, THROUGH JANUARY 28, 1983
10 A.M. TO 5 P.M. MONDAY THROUGH FRIDAY

OPENING RECEPTION, TUESDAY, DECEMBER 14, 5 TO 7 P.M.

WHAT: WORKS IN WOOD, GLASS, METAL, CERAMICS, MIXED MEDIA

WHERE: THE DIMOCK GALLERY, GEORGE WASHINGTON UNIVERSITY
OFF THE LOWER LOUNGE OF LISNER AUDITORIUM
21ST AND H STREETS, N.W., WASHINGTON, D.C.

WASHINGTON, D.C.--The exhibition "The Fine Art of Private Commissions" at the Dimock Gallery, Art Department, George Washington University, now being planned for December and January, will present the works of 17 artists in wood, glass, metal, ceramics and mixed media.

The exhibition, featuring privately commissioned sculpture, furniture and architectural and decorative pieces will explore the relationship between designer/artist and collector. The finished pieces will be supplemented by preliminary sketches and plans, working drawings and models. An illustrated catalogue with scholarly essays will accompany the show.

A symposium on artists' commissions will be held in conjunction with the exhibition on Thursday, January 20, from 7:30 to 10 p.m. at the Dimock Gallery.

(more)

GW DIMOCK GALLERY, "THE FINE ART OF PRIVATE COMMISSIONS"

The artists invited to participate in the exhibition and symposium are Whitney Boin, Dan Dailey, Joseph Detwiler, David Ebner, Pat Flynn, Reuben Guajardo, Douglas Hoppa, Sidney Hutter, Alfonse Mattia, Richard Scott Newman, Robert Strini, Steven Weinberg, Mary Ann Zynsky and, working as teams, Hank Murta Adams with Wendy Maruyama and Margie Jervis with Susie Krasnican.

The Dimock Gallery, off the lower lounge of Lisner Auditorium, 21st and H Streets, N.W., is open to the public from 10 a.m. to 5 p.m. Monday through Friday.

Special weekend hours for this exhibitiiion will be Saturday, December 18 from 10 a.m. to 1 p.m. and Saturday, January 22, 1983, 10 a.m. to 4 p.m.

The Foggy Bottom/GWU Metro stop is a short distance from the gallery.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: AUGUST 5, 1983

CONTACT: JANE LINGO
(202) 676-6460 (office)
(202) 234-3453 (home)

SEYMOUR ALPERT HONORED ON RETIREMENT

WASHINGTON, D.C. -- Dr. Seymour Alpert, professor emeritus of anesthesiology and former vice president for development, The George Washington University, retired from The George Washington University on June 30, after an association of 35 years.

He received the status of professor emeritus at the May 27 ceremonies of the GW School of Medicine and Health Sciences. The Seymour Alpert Chair in Anesthesiology has been established in his name by friends and associates.

(Dr. Charles Coakley, chairman of the GW Department of Anesthesiology, became the first occupant of the chair on July 1.)

Dr. Alpert was appointed a fellow in anesthesiology at George Washington in 1948. He became a full professor in 1961. He served as associate chairman of the department from 1949 until September 1969, when he was appointed vice president for development of The George Washington University. Although he no longer had administrative duties in the department, he continued as a member of

(more)

the faculty. His emeritus citation read, in part:

"In recognition of his dual role of professor and administrator, the Seymour Alpert Chair in Anesthesiology has been established by friends and associates. For thirty-five years of service, patient care, teaching and development of resources to expand its programs, The George Washington University confers on Seymour Alpert the status of Professor Emeritus of Anesthesiology with all the rights, duties, and privileges pertaining thereto."

Born in New York City, Dr. Alpert received his undergraduate degree from Columbia University (A.B. 1939) and his M.D. degree from State University of New York, Downstate Medical Center (1943). He completed his internship at Beth Israel Hospital in New York (1943-1944) and served in the Army of the United States as a captain in the period 1944 to 1946. He was chief medical officer in anesthesiology at Gallinger Minicipal Hospital (now D. C. General Hospital) in Washington, D.C. (1946-47) before coming to George Washington in 1948.

Dr. Alpert is a member of the American Medical Association, the Association of University Anesthetists, the Medical Society of the District of Columbia, the Maryland-D.C. Society of Anesthesiologists, Phi Delta Epsilon Medical Fraternity (which he served as national president in 1961), and the International Anesthesia Research Society, as well as many other professional and civic groups.

Dr. Alpert resides at 2801 New Mexico Ave., Washington, D.C. 20017. Telephone: (202) 333-1055.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: August 8, 1983

CONTACT: David E. Taylor
676-6464

PUBLIC SERVICE ANNOUNCEMENT
FOR BROADCAST THROUGH SEPT. 6, 1983

(30 seconds)

GW OFFERS PREVIEW OF MASTER OF HEALTH SERVICES ADMINISTRATION

The George Washington University Department of Health Services Administration will present a series of lectures, Tuesday Sept. 6 through Friday, Sept. 9, to introduce everyone to its master's degree curriculum. The lectures are free of charge and the public is invited. For more information, call 676-6220.

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News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: AUGUST 8, 1983

CONTACT: JANE LINGO
676-6460 (office)
234-3453 (home)

DIMOCK GALLERY, GW CERAMICS: THE FIRST DECADE (1973-1983)

WHO: GW CERAMICS MAJORS, PAST AND PRESENT

WHAT: WORKS OF ART IN CLAY AND MIXED MEDIA

WHEN: THURSDAY, SEPTEMBER 15, THROUGH FRIDAY, OCTOBER 14
10 A.M. TO 5 P.M., MONDAY THROUGH FRIDAY

WHERE: DIMOCK GALLERY, ART DEPARTMENT
THE GEORGE WASHINGTON UNIVERSITY
OFF THE LOWER LOUNGE, LISNER AUDITORIUM
21ST AND H STREETS, N.W.

WASHINGTON, D.C. -- George Washington University ceramics majors, past and present, have been invited to show their works in a special exhibition in the university's Dimock Gallery from September 15 through October 14. There will be works in clay and mixed media in a wide range of styles.

This year marks the 10th anniversary of the GW Ceramics Program. Turker Ozdogan, associate professor of ceramics, himself a well-known ceramic artist, was the initiator and founder of the program.

Among local artists and GW ceramics program graduates whose work will be shown are Laura Peery, Linda Thern Smith and Joseph Detwiler. Some of the works in the exhibition will be for sale.

The Dimock Gallery, off the lower lounge of Lisner Auditorium, 21st and H Streets, N.W., is open to the public from 10 a.m. to 5 p.m. weekdays.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: AUGUST 11, 1983

CONTACT: JANE LINGO

676-6460 (office)

234-3453 (evening)

GW DIMOCK GALLERY EXHIBITIONS SEPTEMBER TO JANUARY

WASHINGTON, D.C. -- The schedule of exhibitions in George Washington University's Dimock Gallery from September 15 to January 6, 1984, follows.

September 15 -- October 14 GW CERAMICS: THE FIRST DECADE (1973-1983)

October 20 -- November 2 SELECTIONS FROM THE W. LLOYD WRIGHT
COLLECTION OF WASHINGTONIANA

(Lecture by GW Professor of Art Francis S. Grubar, October 19,
on "19th Century Outdoor Sculptures in D.C." 5:30 to 6:30 p.m.
preceding 6:30 to 8 p.m. opening)

November 10 -- January 6 THE INTIMATE SCALE: PAINTINGS FROM
THE PHILLIPS COLLECTION

The Dimock Gallery, off the lower lounge of Lisner Auditorium,
21st and H Streets, N.W., is open to the public from 10 a.m. to 5 p.m.
Monday through Friday. It is a short walk from the GWU/Foggy Bottom
Metro station.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: AUGUST 12, 1983

CONTACT: ROBERT BOVÉ
676-6463 (Office)
265-1316 (Home)

FOR IMMEDIATE RELEASE

FALL PROGRAM ANNOUNCED AT GW READING CENTER

WASHINGTON, D.C. -- Registration is now beginning for the fall programs of the Reading Center, a part of The George Washington University's School of Education and Human Development. Come to the Reading Center to:

- upgrade your reading skills;
- evaluate your child's academic potential;
- receive individual tutoring for yourself or your child; and
- enrich your child's academic environment.

For more information call 676-6268.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: Aug. 15, 1983

CONTACT: DAVID TAYLOR
ELLEN CONNORTON
(202) 676-6464

GEORGE WASHINGTON UNIVERSITY TO OPEN NEW TELEVISION STATION

George Washington University President Lloyd H. Elliott will cut the ribbon on Aug. 29 to officially open the University's new instructional television station.

Offering credit and certificate courses in electrical engineering, computer science, administrative management and management information systems, GW Television will begin broadcasting course offerings Sept. 6.

Students enrolled in GW Television courses will participate from corporate sites in the greater Washington area. Current subscribers include Melpar/E-Systems, the Naval Research Laboratory, and the National Aeronautics and Space Administration, which will send GW Television programming via satellite to locations in Texas, Florida, California, and Virginia.

Licensed to operate four channels using the instructional television frequencies (referred to as ITFS--Instructional Television Fixed Service), GW Television will initially broadcast on two of these channels. ITFS is a higher band of frequencies than VHF (Very High Frequency, channels 2-13), or UHF (Ultrahigh Frequency, channels 14 and above).

Although a special antenna is required to pick up the signal, anyone with this attachment to their regular television set can receive the programming.

(more)

Two-way audio will allow students to talk directly with faculty during classes. GW Television will enhance its two studio capability with field-produced video, electronic graphics, and videotape editing. In addition to courses, the station's facilities will be used to produce a variety of pre-recorded training and information programs.

Looking to the future, GW Television's General Manager W. Lee Hunter expects to use the University's four channel capability to air almost any courses or degree programs for which there is a demand.

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News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: August 15, 1983

CONTACT: David E. Taylor
(202) 676-6464

FOR IMMEDIATE RELEASE

GW NAMES JOHN D. HUNT AS DIRECTOR OF TRAVEL AND TOURISM PROGRAM

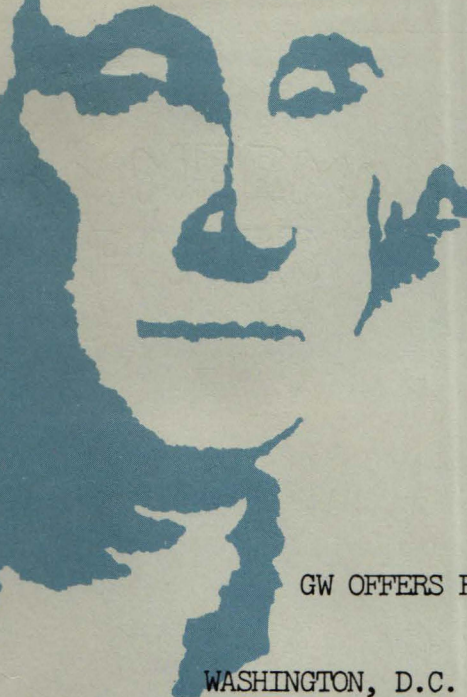
John D. Hunt has been named director of the Travel and Tourism Program at The George Washington University in Washington, D.C., where he has been a professor of travel and tourism for the past two years.

Prior to coming to Washington, he served 19 years on the faculty of Utah State University, where he was assistant dean of the College of Natural Resources and director of the Institute of Outdoor Recreation and Tourism. While at Utah State, Dr. Hunt developed an extensive research program pioneering inquiry into tourism image and perception of destinations, automobile and airline tourism, winter sports, and measures of tourism marketing effectiveness.

Professor Hunt has served as tourism consultant in a number of states and 15 foreign countries. He is the author of over 200 publications and serves on several national boards, such as the Board of Trustees of the U.S. Travel Data Center, and on the editorial boards of the Journal of Travel Research and Leisure Sciences Journal.

Dr. Hunt earned a B.S. in 1959 and an M.F. in 1962 from the University of Idaho, and a Ph.D. in 1971 from Colorado State University.

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News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: AUGUST 19, 1982

CONTACT: ROBERT BOVÉ
676-6463 (Office)
265-1316 (Evenings)

FOR IMMEDIATE RELEASE

GW OFFERS FREE LEGAL ADVICE TO DISTRICT SMALL BUSINESSES

WASHINGTON, D.C. -- The Small Business Clinic at George Washington University's National Law Center--the only one of its kind in the Washington area--is offering free legal advice to area residents who already own or want to start a small business or non-profit organization in the District of Columbia.

Legal counseling is available for such business matters as organizing corporations and partnerships, drafting contracts and commercial leases and meeting District of Columbia licensing and zoning requirements.

GW law students who staff the clinic are supervised by Peter Aron, a lawyer and assistant director of GW's Division of Experimental Programs. The Small Business Clinic, in operation for more than five years, is a permanent part of the law school's Community Legal Clinic.

The clinic has assisted small organizations such as non-profit theater groups and dance companies, babysitting, day care and "nanny referral" services, museum and city tour services, a bakery, pharmacy, ice cream parlor, government contractor, hairdressing studio, and a variety of other profit and non-profit businesses.

The clinic operates weekdays from 9 a.m. to 5 p.m. For information call 676-7463 beginning Thursday, August 26.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

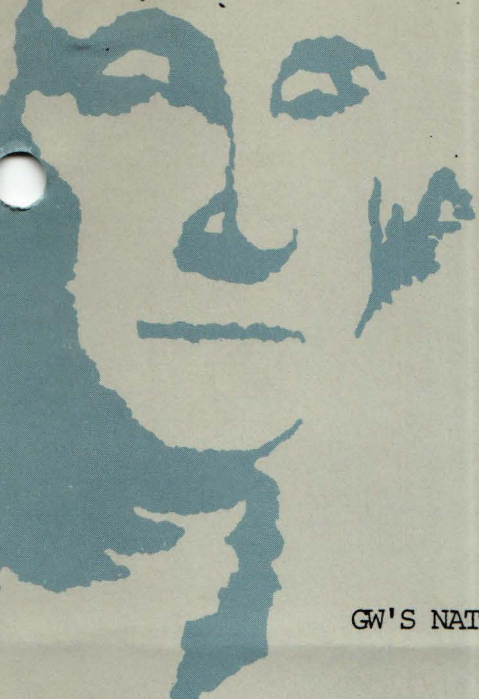
MAILING DATE: AUGUST 23, 1983

CONTACT: ROBERT BOVÉ
676-6463 (Office)
265-1316 (Home)

FOR IMMEDIATE RELEASE

EDUCATION SECRETARY BELL TO SPEAK AT GW

WASHINGTON, D.C. -- Terrel Bell, Secretary of the Department of Education, will address The George Washington University community on Monday, September 5 at 1:30 p.m., in the Dorothy Betts Marvin Theatre, 21st and H Streets, N.W. Mr. Bell's speech is part of GW's 1983 Fall Convocation, a yearly event welcoming GW students, faculty and staff at the start of the new school year.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: August 24, 1983

CONTACT: David E. Taylor
(202) 676-6464

FOR IMMEDIATE RELEASE

GW'S NATIONAL HEALTH POLICY FORUM RECEIVES \$330,000 GRANT

The George Washington University has received a \$330,000 three-year grant from the Robert Wood Johnson Foundation of Princeton, N. J., for the continued operation of the National Health Policy Forum. The Forum, established in 1971, is a non-partisan educational program for congressional, White House, and executive agency specialists, and others interested in health affairs. Its purpose is to provide the nation's health policy-makers ready access to knowledgeable people in other levels of government, the health professions, business, labor, academia and consumer groups.

The Robert Wood Johnson grant augments a major award made earlier this year by the Pew Memorial Trust in Philadelphia. These contributions, along with other pledges and grants from foundations and private corporations, will enable the Forum to carry out its role in strengthening the dialogue between federal and state officials responsible for health policy development and those in the private sector affected by government actions.

The Robert Wood Johnson Foundation is an independent philanthropy that since 1972, has made awards totalling an average of \$45 million annually to improve health care in the United States.

News Release
GEORGE WASHINGTON UNIVERSITY
Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: AUGUST 25, 1983

CONTACT: ROBERT BOVE
(202) 676-6463 (Office)
(202) 265-1316 (Home)

FOR IMMEDIATE RELEASE

CHINA'S REVOLUTIONARY WRITERS PROFILED
IN GW PROFESSOR'S PBS BROADCAST

WASHINGTON, D.C. -- "Return to Silence: China's Revolutionary Writers," produced by George Washington University Professor of Chinese Dr. Joan Chung-wen Shih, will be aired by the Public Broadcasting System on Monday, September 12, at 10 p.m. Five of China's leading writers--"the Fitzgeralds and Hemingways of China"--will be interviewed during the program. Considered to be China's leading intellectuals during the early years of the Communist regime, but stripped of office and severely persecuted during the Cultural Revolution, they have either been released from prison or returned from exile since Mao's death in 1976.

Dr. Shih is an authority on Chinese performing arts and is chairman of GW's Department of East Asian Languages and Literatures. A native of Shanghai, she has made four trips to China since 1972; during 1979-80, as senior scholar under the U.S. National Academy of Sciences Exchange Program, she began accumulating research material for this film--including footage never shown outside of China. She is the author of two books on Chinese performing arts: The Golden Age of Chinese Drama and Injustice of Tou O.

"Return from Silence" combines scenes of contemporary urban China with rare historical footage of the May Fourth Movement (1919), the Land Reform (1948) and the Cultural Revolution (1966-76), illuminating the often tenuous relationship between the Communist regime and China's intellectuals. Funding for the program was provided by the National Endowment for the Humanities.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: AUGUST 26, 1983

CONTACT: ROBERT BOVÉ
676-6463 (Office)
265-1316 (Home)

FOR IMMEDIATE RELEASE

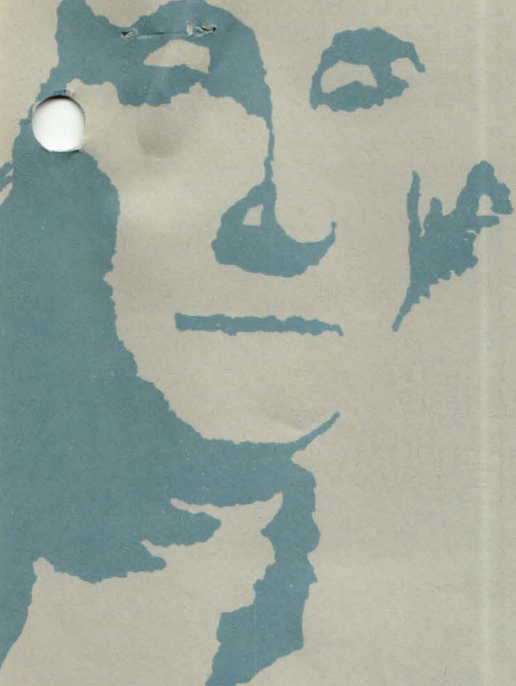
COMPENSATING VICTIMS OF TOXIC SUBSTANCES

LECTURE AT GW

WASHINGTON, D.C. -- As more Americans become aware of the toxic waste problem in the United States, more victims of exposure to those wastes are taking legal action as a means of redress.

George Washington University Professor of Law Teresa M. Schwartz will discuss the issues arising from this development in a talk, "Compensating Victims of Toxic Waste," to be given on Tuesday, September 6 at 8 p.m. in the Marvin Center Continental Room, 21st and H Streets, N.W. This event is free and open to the public.

Professor Schwartz's talk is part of the First Wednesday Lecture Series (held on a Tuesday this month to avoid conflict with a religious holiday), held monthly and sponsored by GW's Alumni Relations Office. For information and necessary reservations, call 676-6435 at least a day in advance.



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

FOR RELEASE 2 P.M. AUGUST 29, 1983

CONTACT: David E. Taylor
676-6464 (office)
524-9891 (home)

GEORGE WASHINGTON UNIVERSITY OPENS NEW TELEVISION STATION

After months of planning, the George Washington University Television Station was formally inaugurated today (August 29). At the opening ceremonies, University President Lloyd H. Elliott said, "The ways in which television and telecommunications can affect higher education are limited only by the imagination."

A full schedule of course offerings will be broadcast on two of the system's four separate television channels beginning September 6. The station will be on the air from 1 p.m. to 10 p.m. daily for the first four months of operation.

Initial concentration is on the broadcast of 15 three-hour college courses in computer science, electrical engineering, administrative management, and management information systems. Expansion plans include the possibility of wide-ranging programming in the humanities, medical, social sciences, law, news and public affairs, and cultural areas.

First users of the new station will be students receiving credit and certificate courses at corporate locations in the

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greater Washington area, including Melpar/E-Systems and the Naval Research Laboratory. The National Aeronautics and Space Administration (NASA) will transmit GW Television programming via satellite to locations in Texas, Virginia, Florida, and California.

Programs will be relayed on the ITFS (Instructional Television Fixed Service). ITFS is received the same way as VHF (Very High Frequency, channels 2-13) and UHF (Ultrahigh Frequency, channels 14 and above), with the aid of a special antenna.

Two-way audio will enable students to talk directly with professors both during and after class. The station's two studios will be enhanced with field-produced video, electronic graphics, and videotape editing.

In the future, GW Television will use all four of its channels by expanding course offerings, program suppliers, and potential markets. Consideration is being given to linking the University with local and federal government agencies and with business and professional organizations.

President Elliott said, "Television will bring education to students in their homes or at community-based sites, and courses can be available for telecast via satellite regionally, nationally, and internationally. We are proud of our good beginning and look forward to appropriate future expansion."



News Release

GEORGE WASHINGTON UNIVERSITY

Office of Public Relations/Washington, D.C. 20052/(202) 676-6460

MAILING DATE: August 31, 1983

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FOR IMMEDIATE RELEASE

GW CONFERENCE TO FEATURE "HEALTH CARE INSTITUTIONS
IN FLUX: CHANGING REIMBURSEMENT PATTERNS OF THE 1980s"

Rising health care costs have long concerned health policy makers. Now with new forms of reimbursement--such as preferred provider organizations, prospective reimbursement, and the increased use of deductibles and co-payments, these rising costs are now of growing concern to health care institutions and providers.

To examine these new forms of reimbursement and their effects on resource allocation, cost containment and quality of health care, The George Washington University Department of Health Services Administration is sponsoring a two-day conference on "Health Care Institutions in Flux: Changing Reimbursement Patterns on the 1980s." The conference will be held Sept. 22-23 at Washington's International Hotel (Massachusetts Ave. at Thomas Circle).

The conference will provide views from four perspectives--state government, insurers, health care institutions, and academia. Discussion will follow the presentations on each of these viewpoints. Thursday, Sept. 22 at 9:45 a.m. will feature the view from state

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government, with Dennis Beatrice, assistant commissioner for Medicaid, from Massachusetts, and Daniel Brunner, general counsel, Special Hospital Negotiator's Office, from California. At 2:15 p.m., the view from insurers will be given by Harry Cain III, director of Private Market Programs, Blue Cross and Blue Shield Associations, and James Moorefield, president, Health Insurance Association of America.

Friday, Sept. 23 at 8:30 a.m. will feature the view from health care institutions, with Jack Owen, executive vice president, American Hospital Association, and Ronald Kaufman, vice president for Medical Affairs, The George Washington University Hospital. At 11 a.m., the academic viewpoint will be given by Warren Greenberg, associate professor of Health Services Administration, The George Washington University, and Frank Sloan, professor of economics and director, the Health Policy Center of Vanderbilt University.

The conference keynote address will be given at 9 a.m. Thursday by Carolyn K. Davis, administrator, Health Care Financing Administration, Department of Health and Human Services.

The program is designed for government officials, health care administrators, association executives, and individuals who need to keep up with the latest developments in health policy.

For more information on the conference and registration details call (202) 676-6220.